

## **ABSTRACT**

### **ONLINE NETWORK AND ASSOCIATED METHODS**

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Computer program products, computer systems and related methods are provided which compare a URL, title and/or content of an online site viewed by a user with a first index of keywords relating to a plurality of subject matter categories, to determine any subject matter categories to which the online site relates; cross-reference any determined subject matter categories with a second index of alternative online sites categorised by subject matter, in order to determine any alternative online sites in the same or similar category; and perform a variety of actions in response including displaying a determined alternative online site to the user.